

## Focussed Farmers: Participant Profile



### AARON HUGHES

"This programme is about cutting out the crap. Re-wiring your mind with a super effective spam filter. It will make you so focussed you will find yourself doing double the work, in half the time and still wonder how you have so much energy left."



### BACKGROUND

Aaron, lives with his wife and 2 young children in Clynnog Fawr near Caernarfon where he farms a 60 acre beef and sheep farm that he bought in 2006 and also runs a stone masonry business that he set up on leaving school.

He won the AGI ACADEMY business and innovation programme in 2013 and has since gone on to work as an AGRISGOP leader and mentor for Farming Connect.

Aaron is a champion sheep shearer and visited countless farms in NZ and Switzerland taking part in competitions.

### BENEFITS GAINED FROM THE VIDEO SERIES AND 8 WEEK PROGRAMME

I had many goals in my mind but they were all muddled up, I was constantly concerned I would miss out on opportunities – worrying about things that were out of my control and often doing so throughout the night. It was causing severe lack of sleep.

I had given up my hobbies which included socialising, sheep shearing competitions, rugby and singing in a male voice choir – spending all my time working to make the farm viable and ensure my family's future. My emotions were almost frozen by this narrow mind-set.

Before I did the course, saying no to people was an issue, wanting to please everyone and being concerned about how they judged me. My main concern was my wife and two children and the thought of letting them down was heavy.

During the programme, I learnt through guidance from Willie how to use recapitulation before bedtime to ensure a good night sleep which proved to have immediate effect.

Visualising - imagining and writing down how it would feel to achieve my goals has brought great clarity about them.

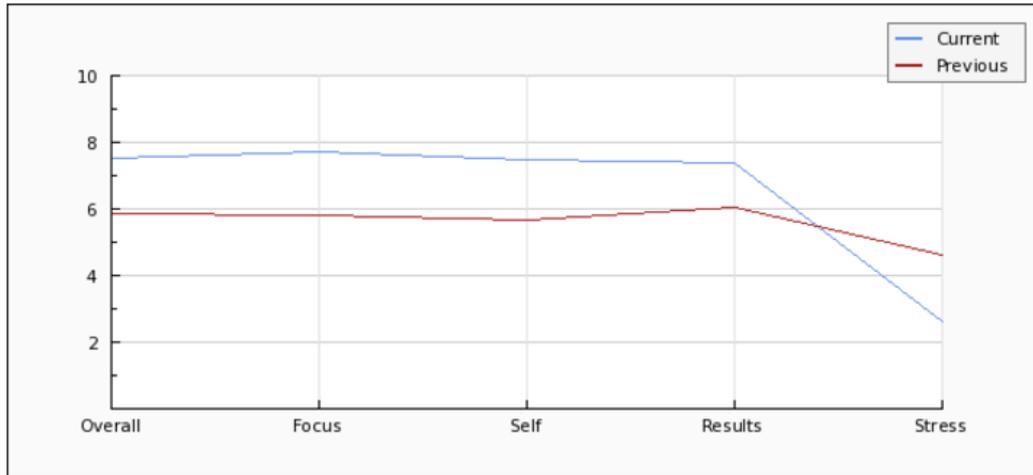
Becoming aware of the difference between caring and worrying has lifted a lot of weight off my shoulders. My mind now feels much lighter and I feel that I have better control over my thoughts. Decision making has become easier and my confidence in myself and my goals has grown.

Now I have realised there is time for everything, I have started socialising again. I have entered sheep shearing competitions – and will be re-joining the choir in September. I am too old to play rugby again but my son wants to start playing under 5s this autumn and I look forward to being part of the coaching team."

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## RESULTS

	Overall Average	Discipline & Focus	Conceptual Self	Results	Work/Life Stress
Current hMMI	7.53	7.73	7.47	7.40	2.61
Previous Scores	5.84	5.79	5.68	6.06	4.61



**TIME COMMITTED TO THE PROGRAMME:** 1-2 HOURS PER WEEK

"The main benefits from this programme is gaining clarity of your goals and knowing of what to do in every time frame; Gives you more energy - Gives you more focus - Gives you more belief."

**Aaron Hughes, Beef & Sheep Farmer, Wales**